Creating your own PSA (public service announcement)

1. Think back to the PSAs you watched yesterday. What were some common themes or ideas that you noticed?
2. Determine what action you want people to take
3. Determine what science concepts or emotions you can use to help people what to take this action
4. Write out a script for your PSA (goal is 30s – 1m)
5. Determine the visuals you want to include
6. Create a storyboard for your PSA
7. Create a powerpoint or video of your PSA
8. Share your PSA with the class for critique
9. Revise your PSA for publication (sharing in the community)